

Amendments to the Claims:

1. (previously presented): A method of digital watermarking an image comprising:

adjusting the image in accordance with values in a first representation utilized by a printing process;

determining values to convey a digital watermark in the adjusted image;

adjusting the values in accordance with a second representation utilized by the printing process; and

combining the adjusted change values and the image to produce a digital watermarked image.
2. (original): The method of claim 1, wherein the first representation comprises a forward dot gain curve.
3. (original): The method of claim 2, wherein the second representation comprises a backward dot gain curve.
4. (original): The method of claim 3 wherein the backward dot gain curve comprises an inverse of the forward dot gain curve.

5. (original): The method of claim 1 wherein the printing process comprises an offset printing press.

6. (original): The method of claim 1 wherein the image is watermarked using a scale to black technique.

7. (original): The method of claim 1 wherein said image is watermarked using a scale to white technique.

8. (original): A method of steganographically hiding a signal in an image comprising:

determining change values to represent the signal in the image; and
altering color values of the image by an amount to achieve the change values,
wherein the amount includes a compensation for a variation in a relationship of an input color value and at least one of ink and dye provided by a printing process to represent the input color value, and

wherein the image includes the signal steganographically embedded therein when printed with the printing process.

9. (original): The method of claim 8, wherein the printing process comprises an offset printing process.

10. (original): The method of claim 8, wherein the steganographically hiding comprises digital watermarking.

11. (original): The method of claim 8, further comprising printing the image, wherein the printed image includes the signal steganographically embedded therein.

12. (original): A method of processing an image to compensate for variation in a printing process, wherein the image includes a plurality of color values, said method comprising:

receiving a representation of a variation in a relationship of an input color value and at least one of ink and dye provided by the printing process to represent the input color value;

determining change values needed to alter the image to accommodate a digital watermark embedded therein;

adjusting the change values with the representation; and

modifying the image with the adjusted change values to accommodate the digital watermark and to compensate for the variation.

13. (original): The method of claim 12 wherein the printing process comprises an offset printing press.

14. (new): A computer readable medium comprising instructions to perform the method of claim 12.

15. (new): A computer readable medium comprising instructions to perform the method of claim 1.

16. (new): A computer readable medium comprising instructions to perform the method of claim 8.